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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91237315
Party	Defendant Universal Life Church Monastery Storehouse, Inc.
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Date	12/15/2020
Attachments	Wozeniak Decl. FINAL 121520_Redacted.pdf(1035179 bytes )

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

AMERICAN MARRIAGE  
MINISTRIES,

Opposer,

v.

UNIVERSAL LIFE CHURCH  
MONASTERY STOREHOUSE,

Applicant.

Opposition No. 91237315

TESTIMONY DECLARATION OF  
BRIAN WOZENIAK

I, Brian Wozeniak, declare as follows:

1. I am over the age of eighteen years and otherwise competent to testify in this matter.
2. I make this declaration based on my personal knowledge.
3. I am Chief Technology Officer for Universal Life Church Monastery Storehouse (“ULC Monastery”), the Applicant in this case.
4. I first began working for ULC Monastery as a web developer in around January of 2014.
5. I became ULC Monastery’s primary web developer in around May of 2014.
6. I have been ULC Monastery’s Chief Technology Officer since February of 2020.
7. In my roles with ULC Monastery, I am familiar with ULC Monastery’s website operation and online advertising activities.

8. ULC Monastery has operated the GetOrdained.org website for as long as I have been affiliated with ULC Monastery.

9. ULC Monastery has offered, advertised, provided, and conducted religious ceremonies, ecclesiastical services (ordaining ministers to perform religious ceremonies), and operation of a website featuring information about religious belief systems, through the GetOrdained.org website, for as long as I have been affiliated with ULC Monastery.

10. Since at least 2014, ULC Monastery has advertised and offered the sale of various products through the GetOrdained.org website. However, at first, users who clicked on a “buy” button on the GetOrdained.org website would be directed to TheMonastery.org, another domain name and website operated by ULC Monastery, to complete any purchase.

11. Beginning no later than November 17, 2016, the store section of the GetOrdained.org website was redesigned so that all purchase transactions would be initiated and completed without leaving the GetOrdained.org website.

12. Attached hereto as Exhibit A is an image that accurately depicts the content and format of the GetOrdained.org home page, available at [www.GetOrdained.org](http://www.GetOrdained.org), as of December 15, 2020.

13. Attached hereto as Exhibit B is an image that accurately depicts the content and format of the GetOrdained.org “About” page, available at [www.GetOrdained.org/about](http://www.GetOrdained.org/about), as of December 15, 2020.

14. As shown in Exhibits A and B, the GetOrdained.org home page and “About” pages prominently display the GET ORDAINED trademark, in a stylized format, in the header of those

pages. Every sub-page of the GetOrdained.org website prominently displays the GET ORDAINED trademark in the page header.

15. Although the design elements of the GetOrdained.org website have changed over time, ULC Monastery has continuously and prominently displayed the GET ORDAINED trademark in the header of the home page, and every sub-page, of the GetOrdained.org website, for as long as I have been affiliated with ULC Monastery (i.e., since at least 2014).

16. Since at least 2014, and possibly earlier, every person who became a ULC Monastery minister through the GetOrdained.org website has done so through a web page that prominently displayed the GET ORDAINED trademark in the header of that page.

17. Since at least November 17, 2016, every person who purchased a product through the online store on the GetOrdained.org website did so through a web page that prominently displayed the GET ORDAINED trademark in the header of that page.

18. Since 2014, nearly [REDACTED] individuals have successfully used the ecclesiastical services provided through the GetOrdained.org website to become ULC Monastery ministers.

19. For the time period prior to 2014, ULC Monastery does not have records reliably demonstrating the exact number of individuals who became ministers through the ecclesiastical services provided through the GetOrdained.org website.

20. However, beginning in 2014, ULC Monastery extended a pre-existing recording system to the GetOrdained.org website. Beginning in 2014, that system began reliably recording the number of individuals who successfully applied to become ULC Monastery ministers through the GetOrdained.org website. Beginning in 2014, and until 2016 when it was replaced, that recording system regularly and automatically recorded in a MySQL database (“Legacy Database”) each

instance of a person successfully completing an ordination application through the GetOrdained.org website.

21. Beginning in 2016, ULC Monastery implemented a new, self-contained system to record ordination information related to the GetOrdained.org website. Beginning in 2016, that system began reliably recording the number of individuals who successfully applied to become ULC Monastery ministers through the GetOrdained.org website. Beginning in 2016, and continuing to the present, that new system has regularly and automatically recorded in a MySQL database (“Current Database”) each instance of a person successfully completing an ordination application through the GetOrdained.org website.

22. In my role as Chief Technology Officer, I have regularly queried the Legacy Database and Current Database, and these databases and recording systems regularly return reliable results, on which I actually rely in performing my duties.

23. Attached hereto as Exhibit C is a screen capture I created of a query I submitted on December 3, 2020, to the Legacy Database, and the result returned from that database. This screen capture shows that I queried the Legacy Database regarding the total number of individuals who had become ULC Monastery ministers through the GetOrdained.org website and the result of that query was [REDACTED] That number reflects all individuals who became ULC Monastery ministers through the GetOrdained.org website between the time in 2014 when ULC Monastery extended its recording system to the GetOrdained.org website, and the time in 2016 when ULC Monastery implemented its current recording system for the GetOrdained.org website.

24. Attached hereto as Exhibit D is a screen capture I created of a query I submitted on December 3, 2020, to the Current Database, and the result returned from that database. This screen

capture shows that I queried the Current Database regarding the total number of individuals who had become ULC Monastery ministers through the GetOrdained.org website, and the result of that query was [REDACTED]. That number reflects all individuals who became ULC Monastery ministers through the GetOrdained.org website between the time in 2016 when ULC Monastery implemented its current recording system for the GetOrdained.org website, to December 3, 2020, when I submitted the query.

25. From 2014 through December 3, 2020, [REDACTED] [REDACTED] ( [REDACTED] ) individuals became ministers of ULC Monastery through the GetOrdained.org website.

26. ULC Monastery advertises its services through the Google AdWords platform. Since 2014, ULC Monastery has maintained a separate Google AdWords account exclusively for advertising the services provided through the GetOrdained.org website (the “GetOrdained.org AdWords Account”). The amount of money spent by ULC Monastery on advertising through the GetOrdained.org AdWords Account, all of which is for services provided under the GET ORDAINED trademark through the GetOrdained.org website, is automatically recorded and available for viewing through the GetOrdained.org AdWords Account.

27. In my role as Chief Technology Officer, I regularly review the information maintained and available through the GetOrdained.org AdWords Account, which provides reliable records and information on which I actually rely in performing my duties.

28. Attached hereto as Exhibit E is a true and correct copy of a screen capture of the GetOrdained.org AdWords Account that I created on December 3, 2020, showing the amount of money spent by ULC Monastery on AdWords advertising for services provided through the

GetOrdained.org website from April 28, 2014 through December 3, 2020. Exhibit E accurately reflects the advertising expenditure information available to me via the GetOrdained.org AdWords Account on December 3, 2020.

29. From April 28, 2014, through December 3, 2020, ULC Monastery spent USD \$ [REDACTED] advertising the services offered under the GET ORDAINED trademark through the GetOrdained.org website.

30. Since at least November 17, 2016, ULC Monastery had in place a system to record sales transactions completed through the GetOrdained.org website. Since at least November 17, 2016, that system has reliably recorded in the Current Database the number, dollar value, and time of each successful sales transaction completed through the GetOrdained.org website.

31. In my role as Chief Technology Officer, I regularly query the Current Database in which GetOrdained.org online store transaction information is recorded, and this database and recording system regularly return reliable results, on which I actually rely in performing my duties.

32. Attached hereto as Exhibit F is a screen capture I created of a query I submitted to the Current Database, and the result returned from the database, on December 14, 2020. This screen capture shows that I queried the Current Database regarding the date of the first sales transactions completed through the online store available at GetOrdained.org, and the result of that query was November 17, 2016. That is the first date on which a sales transaction was completed entirely through the online store services provided through the GetOrdained.org website.

33. Attached hereto as Exhibit G is a screen capture I created of a query I submitted to the Current Database, and the result returned from the database, on December 14, 2020. This screen capture shows that I queried the Current Database regarding the entire number of sales transaction

completed through the online store available at GetOrdained.org, and the result of that query was [REDACTED]. That number represents the total number of sales transactions completed entirely through the online store available at GetOrdained.org from November 17, 2016 to December 14, 2020.

34. From November 17, 2016 through December 14, 2020, visitors have completed 165,948 sales transactions through the online store services advertised, offered, and provided under the GET ORDAINED trademark through the GetOrdained.org website.

35. Attached hereto as Exhibit H is a screen capture I created of a query I submitted to the Current Database, and the result returned from the database, on December 14, 2020. This screen capture shows that I queried the Current Database regarding the dollar value of gross sales transactions completed through the online store available at GetOrdained.org, and the result of that query was [REDACTED]. That number represents the total value in U.S. dollars of gross sales transactions completed through the online store services provided under the GET ORDAINED trademark through the GetOrdained.org website from November 17, 2016 to December 14, 2020.

36. From November 17, 2016 through December 14, 2020, visitors have purchased USD \$[REDACTED] worth of goods through the online store services advertised, offered, and provided under the GET ORDAINED trademark through the GetOrdained.org website.

The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.



DATED: December 15, 2020 at Bonney Lake, Washington

A handwritten signature in black ink, appearing to read "Brian Wozeniak", written over a horizontal line.

Brian Wozeniak

# EXHIBIT A





# BECOME A MINISTER

- Legally Officiate Weddings
- Ordination Takes Five Minutes
- Get Started Without Experience
- We Accept All Faiths
- Create Lasting Memories
- Online Wedding Training

Begin Free Online Ordination >>>

Looking to become a minister? The task can seem daunting. You might not have the time or money to attend seminary or theological school — they can cost more than \$50,000! Or maybe you've simply put the idea on the "back burner"... Fortunately, the Universal Life Church makes the whole process fast and free.

The ULC is a non-denominational, nondiscriminatory organization that allows anyone to utilize the Get Ordained online tools to receive their certification, bypassing the traditional "brick and mortar" religious education establishments. Anybody can become a minister, from your next-door neighbor to celebrities like [Conan O'Brien](#) and [Bryan Cranston](#) !

## How to Get Ordained and Perform a Wedding

1. Fill out our quick and easy [ordination application](#) online to become an ordained minister.
2. Research your [state laws on officiating marriage ceremonies](#) in America and beyond.
3. Obtain any [wedding supplies](#) or necessary state requirements such as [certificates](#), [letter of good standing](#), etc.
4. Read [By The Power Vested in You](#) for a step-by-step how-to guide on becoming a wedding officiant to perform weddings.
5. Create and print your [free wedding ceremony script](#) that you can use to perform a legal religious marriage ceremony.

### Online Ordination



The Get Ordained Service is fast, easy, and hassle free! Click here to begin the process of becoming a minister today!

### Ministry Supplies



We provide all the necessary products you need to perform a ceremony, or start your own ministry business. Click to learn more.

### Wedding Training



Not sure how to perform a ceremony? We can help, click here to find all our different wedding resources and wedding guides.

### Find a Minister



Looking for a minister? Browse our ministers to find ministers in your local area for your next wedding. Start your search now.

## Some of Our Famous Ministers



Begin Free Online Ordination

As a minister, you'll be able to officiate weddings, perform baptisms, solemnize funerals, and even lead your own congregation. Read some of the articles on the above menu to learn more about your rights and responsibilities.



Get Ordained / Universal Life Church  
2880 Zanker Road, Suite 203  
San Jose, CA 95134

Email: [info@getordained.org](mailto:info@getordained.org)



# EXHIBIT B



## About Get Ordained



Here at Get Ordained, [legal ordination](#) is just a few clicks away. Traditionally, becoming ordained is an arduous process. It requires years of study in a seminary school, and tends to be a costly endeavor. Unfortunately, these requirements deter many people who want to become a minister but don't have the extra time or money lying around.

That's where we come along! Perhaps a friend or family member is planning to get married, but they don't want a stranger officiating the ceremony. By removing the conventional obstacles to ordination, we make it easy to become a minister. Officiating a wedding (or any other type of ceremony, for that matter) has never been simpler. We're proud to provide an ordination process that is fast, free, and straightforward.

## Anyone Can Become a Minister

Get Ordained is open to everyone – regardless of religious preference, gender, sexual orientation, nationality, or any other identifying factor. Get Ordained ordinations are processed by Universal Life Church Ministries, a non-denominational, non-discriminatory faith organization with millions of members all over the globe.

Our guiding principle is simple: individuals are free to live their spiritual truth however they see fit, so as long as their beliefs and practices do not infringe upon the freedoms or rights of others.

[Become a minister with Get Ordained](#)

## What Comes After Ordination?

While using Get Ordained is hassle-free, most people do appreciate some guidance when it comes to specific aspects of being an ordained minister. That's why we've created ceremony-specific training materials and tools to help ministers get started. Whether you're officiating a wedding, performing a baptism, or planning to start your own church, we encourage you to visit the [Get Ordained Training Center](#) for assistance and to make sure things go smoothly.

Finally, we offer a broad catalog of items in our [Ministry Supplies](#) section. You'll find everything from official clergy apparel to wedding packages that contain everything you'll need for the big day.



Get Ordained / Universal Life Church  
2880 Zanker Road, Suite 203  
San Jose, CA 95134

Email: [info@getordained.org](mailto:info@getordained.org)



# EXHIBIT C

```
MariaDB [themonastery_main_beta]> select count(*) as total_ordained from backupDB where origin = 'getordained.org';
```

total_ordained

1 row in set (1.05 sec)

# EXHIBIT D



```
mysql> SELECT count(*) as total_ordained FROM `users` JOIN scopes ON (scopes.id = users.origin) WHERE scopes.domain = 'getordained.org';
+-----+
| total_ordained |
+-----+
|                |
+-----+
1 row in set (0.16 sec)
```

# EXHIBIT E

Total Ad Spend 

 DOWNLOAD


 SCHEDULE


 FEEDBACK

RESET

SAVE


SAVE AS


 UNDO


 REDO


All time


Apr 28, 2014 – Dec 3, 2020

 FILTER



 Table


 Search metrics and dimensions



	Cost
	\$
Show rows: 50 1 - 1 of 1	

Row

Column

 Cost

- Level of detail
- Performance
- Clicks
- Impressions
- CTR
- Impr. (Abs. Top) %
- Impr. (Top) %
- Avg. CPC
- Avg. CPM
- Invalid clicks
- Invalid click rate
- Phone impressions
- Phone calls
- PTR
- Avg. CPE
- Avg. CPV
- Interactions
- Interaction Rate
- Avg. Cost
- Views
- View rate
- Engagements
- Engagement rate
- YouTube Formed Views

# EXHIBIT F

```
mysql> select created_at from orders JOIN scopes ON (scopes.id = orders.scope_id) where scopes.domain = 'getordained.org' order by created_at asc limit 1;
+-----+
| created_at |
+-----+
| 2016-11-17 14:34:47 |
+-----+
1 row in set (0.89 sec)
```

# EXHIBIT G

```
mysql> select count(*) as total_transactions from orders JOIN scopes ON (scopes.id = orders.scope_id) where scopes.domain = 'getordained.org';
+-----+
| total_transactions |
+-----+
|                    |
+-----+
1 row in set (0.00 sec)
```

# EXHIBIT H



```
mysql> select sum(total) as total_gross_sales from orders JOIN scopes ON (scopes.id = orders.scope_id) where scopes.domain = 'getordained.org';
```

total_gross_sales

```
1 row in set (0.24 sec)
```